

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

2,61

Fred C.
Gloeckner
Company,
Incorporated

15 EAST 26th St., NEW YORK 10, N. Y.

1953
CHRYSANTHEMUM
PLANTS
Order Sheet

RETURN POSTAGE GUARANTEED

Sec. 34.66 P. L. & R.
U. S. POSTAGE
PAID
NEW YORK, N. Y.
Permit No. 8173

LIBRARIAN

U.S. DEPT. OF AGRICULTURE
WASHINGTON 25, D.C.

Gloeckner

1953

CHRYSANTHEMUM CUTTINGS

Sold To:..... Ship To:.....

.....

.....

Date of Order..... When Required.....

Ship Via:

- | | | |
|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Railway Express | <input type="checkbox"/> Air Express | <input type="checkbox"/> Air Freight |
| <input type="checkbox"/> Parcel Post | <input type="checkbox"/> Will Call | |

Special Instructions:

WHITE POMPONS — Singles, Anemones and Decoratives

7-Week Varieties

SEPT. MORN	B
WHITE WONDER	S-2
CHRIS. COLUMBUS	B
AVALANCHE	S-1
WHITE CLOUD	B
HORIZON	P-2
MAESTRO	P-3
RENNOWN	P-3
CLASSIC	P-3
SILVERPLATE	P-3

8-Week Varieties

•CALIF. WHITE DAISY	B
(KIMOTO'S WHITE)	
IRENE	S-2
NORONA	P-2
PRISTINE	B
MINONG	S-3

9-Week-Varieties

POPCORN	B
WHITE POPCORN	P-2
KEEPSAKE	P-2
PINOCCHIO	S-2
SONGSTER	P-3
COTTONTOP	S-2
•SHOOTING STAR	P-2
ARCADIA	S-2
HALO	P-3
SEA GULL	S-2
WHITE DOTY	S-2

10-Week Varieties

MADONNA	P-2
KOLOWA	P-3
ENCORE	B
WHITE ANEMONE	S-1
WHITE MENSA	S-2
REV. BUSHNELL	S-1
MOONGLOW	B
•ILLINI IGLOO	P-1
SHASTA	S-2
DYNAMO	P-2
VESPER	S-2
•NAGONA	B
(CALIF. WHITE MENSA)	
LITTLE AMERICA	S-3
ILLINI SNOWDRIFT	B
MATCHLESS	S-2

11-Week Varieties

SCULPTURE	P-2
WHITE NORMA	S-1
ESKIMO	P-2
LAKME	B
SNOWFLURRY	P-3
SEAFOAM	S-2
L. I. BEAUTY	S-3
HIGHBROW	P-3
NEVADA	S-2
PRISCILLA	S-2
ILLINI BOUNTIFUL	B
CRYSTAL BEAUTY	B
PARAMOUNT	P-3

12-Week Varieties

WHITE LADY	P-1
•CRYSTAL VALENCIA	P-1
WHITE VALENCIA	B
CORDOVA	S-2
BELRAY	P-3
FORTUNE	P-3
MONARCH	P-2

13-Week Varieties

CAMEO	S-2
ACCLAIM	P-2
SWAN	B
SPANGLES	P-3
COTILLION	P-2
SNOWDROP	P-2
•CARRARA	P-1
WHITE SUPREME	S-1
SNOW QUEEN	P-2
YUKON	S-2

14-Week Varieties

SNOWCREST	B
SILVERSMITH	B
SNOWCAP	B
GARZA	S-2
SATELLITE	P-2
HEIRLOOM	P-3
REVELATION	S-3
SNOW	S-2
•ILLINI SNOWBOUND	P-1

YELLOW POMPONS — Singles, Anemones and Decoratives

7-Week Varieties

YEL. CHRIS. COLUMBUS	B
MOONLIGHT	P-1
HONEYCOMB	S-2
●D. C. P.	B
POLARIS	P-3
CHAS. NYE	S-1
GARLAND	P-2
YELLOW SPOON	B
GOLDRUSH	P-3
TREASURE	P-2
BRIGHT FORECAST	P-3
LEMONADE	P-3
SWEEPSTAKE	P-3

8-Week Varieties

●MOONDRIFT	P-1
9-Week-Varieties	
GOLDEN HERALD	S-2
GOLD COAST	S-3
YELLOW DOT	S-2
●CREAM DOT	S-2
SUNUP	P-2
YELLOW ARCADIA	S-2
MARY L. HALL	S-3
●YELLOW HALO	P-1
SCH. YEL. DAISY	B
YELLOW DOTY	S-2
STARBRIGHT	B
YELLOW DAISY	S-2
●IVORY SEA GULL	S-2
YEL. SEA GULL	S-2
YEL. CASSANDRA	B
SUNRAY	S-3
10-Week Varieties	
BARCAROLE	S-2

BRIGADOON	P-2
CRESCENDO	P-3
CONSTELLATION	S-2
PIXIE	S-1
NUGGETS	S-3
GOLDEN MENSA	S-2
YEL. SHASTA	S-2
MASON'S YELLOW	S-1
●YEL. NAGONA	B
(CALIF. YEL. MENSA)	

11-Week Varieties

PRINCETON	S-1
THOROBRED	P-2
GOLDEN CHORD	B
TALLY-HO	B
FORTY-NINER	B
YELLOW FELLOW	S-2
SUSANNE MILLER	S-1
●TACOMA	P-1
ILLINI BRAVE	B
YEL. L. I. BEAUTY	B
●YEL. HIGHBROW	P-1
LOLLIPOP	P-3
PIPPIN	P-2
KLONDIKE	P-3
BOJANGLES	P-3
YELLOW NEVADA	S-2
●ILL. SUNSPOT	P-1

12-Week Varieties

GOLDENROD	P-2
ILLINI GOLD	S-1
GOLDSMITH	S-1
HIGHLANDER	P-2
SUNNYSIDE	S-2
●ILLINI SUNNY	P-1
CHAMPAGNE	B

YELLOW VALENCIA	S-2
YELLOW CORDOVA	S-2
OMEGA	S-2
NOSEGAY	P-2
●YELLOW GALAXY	P-1

13-Week Varieties

GOLDEN HARVEST	B
BRANDYWINE	P-2
JACK-POT	P-2
SYMMETRY	P-2
YELLOW SWAN	B
YELLOW CAMEO	S-2
●YELLOW SPANGLES	P-1
CINDERELLA	B
GOLDTONE	P-3
YELLOW SUPREME	S-1
CHALLENGE	P-3
CORSAIR	P-2

14-Week Varieties

YELLOW RIVIERA	B
CREAM SNOWCREST	P-1
●YELLOW SNOWCREST	P-2
YELLOW GARZA	S-2
SEQUIN	P-3
SHAMROCK	P-3
DECEMBER GOLD	S-2
●SUNKIST	B
VIBRANT	S-2
REVELRY	P-2
●GOLD SEAL	P-1
SUNRISE	P-2
GOLDEN ANNIVERSARY	B
SIREN	P-3
YULEFLAME	B
YELLOW SNOW	S-2
●ILL. YEL. SNOWBOUND	P-1

BRONZE & RED POMPONS — Singles, Anemones and Decoratives

7-Week Varieties

W. P. SNYDER	B
MARIONETTE	P-3
MOGUL	P-1
BONFIRE	B
AVALON	P-1
MONA	P-3
HUNTSMAN	B
FIRECRACKER	P-2
PANORAMA	P-1
RED VELVET	S-1
REMEMBRANCE	B
BAMBOO	P-3
BLUEBLOOD	P-2
CALICO	P-3
CARAVAN	P-2
CARMINE QUEEN	P-3
CARNIVAL	B

9-Week-Varieties

FIRESIDE	P-3
FASHION	P-3
NOKOMIS	P-3
NOCTURNE	P-3
NYTODA	P-1
CARMELITA	P-3
WITCHERY	P-3
MRS. DU PONT	B
ADMIRAL	P-2
8-Week Varieties	
ROBINHUE	P-3
●RED GLOW	B
COCKTAIL	P-2
RAJAH	P-2
DETROITER	B
JAMES STEWART	P-3
●BR. MARY McARTHUR	B

9-Week-Varieties

FIREBIRD	S-2
BRONZE DOT	S-2
BUCKSKIN	P-3
SENECA	S-1
FIREFLY	P-3
BRONZE DAISY	S-2
●IMP. BR. DAISY	B
(KATOKA RED)	
BUCCANEER	P-2
RED SENECA	B
●BR. BUCKINGHAM	B
NAVAHO	S-2
RED DAISY	S-1
●IMP. RED DAISY	B
(ADACHI RED)	

(Continued)

PRICE TABLE

Prices for 50 or multiples of 50 of a variety per shipment are indicated in this table.

Price Classification	Per 100					Price Classification	Per 100						
	50	100-250	300-450	500-950	1000-2450		50	100-250	300-450	500-950	1000-2450	2500 Up	
P-1	10.00	9.50	9.00	8.50	8.00	7.50	S-1	6.50	6.15	5.85	5.50	5.20	4.85
P-2	9.00	8.55	8.10	7.65	7.20	6.75	S-2	6.00	5.70	5.40	5.10	4.80	4.50
P-3	8.00	7.60	7.20	6.80	6.40	6.00	S-3	5.50	5.20	4.95	4.65	4.40	4.10
B	7.00	6.65	6.30	5.95	5.60	5.25							

Prices here will prevail until September 1, 1953

CHRYSANTHEMUM PLANTS—1953

ORDER SHEET

This is a combination of our preliminary offer of previous years and an order sheet. Full descriptions of the older varieties will be found in our 1952 Manual. The new introductions for 1953 have been distinguished by means of a dot before each variety, and a description of them is given on the reverse side of this sheet. Your copy of the 1953 Mum Manual will be sent to you shortly after Christmas, 1952.

BRONZE & RED POMPONS (Cont.)

10-Week Varieties

●COMANCHE	B
BEAUREGARD	P-3
BUTTERSCOTCH	B
CASSANDRA	S-2
RED RUST	S-2
RUBICON	B
MAGICIAN	P-3
BITTERSWEET	S-2
GYPSY	S-2
SAMOVAR	B
SYLVANNA	S-2
CHANTICLEER	P-3
MASON'S BRONZE	S-1
MASON'S RED	S-1
CHEVRON	P-3
THE TITAN	S-1
BRONZE THYRA	B
ILLINI BURMA	P-2
EUROPA	B
COPPERHEAD	P-3
BR. LINDA LOU	B
BR. TUXEDO	S-1
GOLD BRAID	P-2
ILLINI RYE	P-2
BR. MASTERPIECE	S-2

DK. BR. MASTERPIECE B

PARAGON P-3

●ILLINI TANGIER P-1

11-Week Varieties

MRS. DEWEY	P-3
SHALIMAR	P-2
RED PRINCETON	S-1
BRONZE PRINCETON	S-1
●ILLINI HONEY	B
ILLINI REDHEAD	B
ILLINI WARRIOR	B
LEGAL TENDER	S-3
RUSTICON	S-2
THELMA	P-2
BOURBON	B
CAROUSEL	P-3
FESTIVAL	B
BRONZE MINUET	B
RED ROLINDA	S-2

12-Week Varieties

BRONZE GOLDSMITH	S-1
●WANAKAH	P-1
FALCON	P-3
YOLANDA	B
INDIAN HEAD	P-3

APRICOT VALENCIA S-2

CRIMSON VALENCIA B

AMBERINA P-2

GALAXY B

13-Week Varieties

DAZZLER	P-2
●BR. ENCHANTRESS	S-1
DEBONAIR	S-2
MAHOGANY VIKING	B
RED SUPREME	B
HARLEQUIN	-P-2
HOLIDAY	B
●CAVALCADE	B
PAGEANTRY	P-3
CHRISTMAS STAR	B
BRONZE MINSTREL	B
●DK. BR. MINSTREL	P-1

14-Week Varieties

BRONZE RIVIERA	B
CLARET	P-2
TOPAZ	P-2
CHRISTMAS GREETING	P-3
SARONG	S-1
MERRYMAKER	B
POINSETTIA	P-2

PINK POMPONS—Singles, Anemones and Decoratives

7-Week Varieties

EARLY WONDER	S-2
SPELLBOUND	S-1
COURTIER	P-2
DREAM GIRL	B
PONCA	B
ARGONNE	B
LASSIE	P-2
SERENADE	P-3
ORCHID SPOON	B
JOYBRINGER	P-3
BRIGADIER	P-1
SWEETHEART	P-3
ALLEGRO	S-1
MASQUERADE	B
RONNIE	B
SALUTE	P-3
ADAGIO	P-3
LAVENDER LADY	B

BETTY ROSE S-1

OCT. PINK S-1

PK. CALIF. DAISY B
(W. H. BUCKINGHAM)

●RAINBOW P-1

BALLERINA B

LILLIAN DOTY S-2

●ARBUTUS P-1

10-Week Varieties

DREAMBOAT	S-2
DARK BULKELEY	S-1
PANDORA	P-2
THYRA	S-2
SOPRANO	B
LINDA LOU	S-2
DARK LINDA LOU	S-2
TUXEDO	S-1
MASTERPIECE	S-2
ROSE MASTERPIECE	B
SALMON MASTERPIECE	B
MEMORIAL	P-2
TAFFETA	P-3

PINKY P-3

●DK. L. I. BEAUTY P-1

MAJORETTE P-3

MINUET S-2

12-Week Varieties

PRINCESS	P-2
HASEGAWA PINK	B
BEAUTIFUL LADY	S-2
VALENCIA	S-2
DARK VALENCIA	S-2
●DUBONNET VALENCIA	P-1
ORCHID VALENCIA	P-2
SALMON VALENCIA	P-2
HERITAGE	P-2

13-Week Varieties

ENCHANTRESS	S-1
DARK ENCHANTRESS	B
DEBUTANTE	P-3
DK. PK. SUPREME	S-1
●IMP. DK. SUPREME	B
MINSTREL	B
●LT. PK. MINSTREL	P-1

14-Week Varieties

RIVIERA	S-2
●SERRATED RIVIERA	P-1
CORONET	P-3
ROSALIND	S-2
DEFIANCE	B
MEDALLION	P-3
●ROSE MEDALLION	P-1

8-Week Varieties

ENTERPRISE	P-1
ELIZ. HOOD	P-1
JEWELL	S-2
CAROLYN YOSICK	S-2
PINK SPRITE	B
MARY MCARTHUR	B
EDITH ROBERTS	B
RWARD	P-3
PINK DOT	S-2
JESSIE	S-2

11-Week Varieties

DARK NORMA	S-1
ORCHID BEAUTY	S-2
BROCADE	S-2
GRAND SLAM	P-2
●ALMEGA	P-1
VIVACIOUS LADY	P-2
EVENING STAR	P-2
PINK L. I. BEAUTY	B

WHITE STANDARDS

8-Week Varieties

SILVER SHEEN	S-2
WHITE CHIEF	B
CHRISTINA	B
9-Week Varieties	
GRANITE STATE	S-2
AMBASSADOR	S-2
QUEEN'S LACE	B
KAY TASHIMA	B
WILSON'S WHITE	P-2
ALBATROSS	S-2

10-Week Varieties

BETSY ROSS	S-2
GIANT BETSY ROSS	B
WHITE RAYONNANTE	S-1
IND. WHITE	S-2
RICHARD MANDEL	S-2
JEAN ELIZABETH	S-1
CRYSTAL QUEEN	P-1
WHITE POCKETT	S-1
MONUMENT	S-2

11-Week Varieties

STERLING	B
MARKEEER	S-2

MEFO	S-2
WHITE FRICK	S-2
INDIANA MARKET	B

12-Week Varieties

CHATTANOOGA	S-2
DECEMBER GLORY	S-2
MARGARET MOELLER	S-2

13-Week Varieties

DECEMBER WHITE	S-1
WHITE MISTLETOE	S-1
SNOWLINE	P-3
SMITH'S WHITE	S-1

YELLOW STANDARDS

8-Week Varieties

GOLD LODE	S-2
CELESTRA	S-2
MRS. KIDDER	S-3
BUTTERBALL	B
BLAZING GOLD	S-2
9-Week Varieties	
SMITH'S SUPERLATIVE	S-1
MORIBANA	P-1
YELLOW AMBASSADOR	S-2
YELLOW BERGEN	S-1
SUNGLOW	S-3
GOLDEN GLORY	S-1
YELLOW LACE	B
GOLD LACE	P-1
HOOKED YEL. LACE	P-1
GOOD NEWS	S-1

10-Week Varieties

JMP. IND. YELLOW	P-1
IND. YELLOW	S-2
DK. IND. YEL. (POTS)	B
YEL. RAYONNANTE	B
YELLOW QUEEN	S-1
JAMBOREE	P-3
YELLOW BEAUTY	S-1
YELLOW POCKETT	S-1
YELLOW MONUMENT	S-2
HONEY DEW	S-1

11-Week Varieties

LORRAINE	B
YELLOW MARKETEEER	P-1
BONNAFFON DELUXE	S-3
FRIENDLY RIVAL	S-2
YELLOW MEFO	S-2

CREAM MEFO	B
PURDUE	B
HARVESTER	S-2
MARIE DEPETRIS	S-2

12-Week Varieties

YEL. CHATTANOOGA	S-2
GOLDEN PEARSON	S-2
MRS. CALKINS	B
SUNGOLD	S-2
GOLDEN MRS. ROSS	S-2
YELLOW MOELLER	B

13-Week Varieties

GOLDEN MISTLETOE	S-1
CHALICE	P-2
TOBIN'S YELLOW	S-1
METEORE	S-1
DAUNTLESS	B

BRONZE & RED STANDARDS

9-Week Varieties

DALWIN	P-1
HILDA BERGEN	S-1
GLITTERS	S-1
RED GLITTERS	B
IVANHOE	S-1
APRICOT QUEEN	S-1
DETROIT NEWS	S-1
ROYAL BRONZE	P-1

10-Week Varieties

WAIKIKI	B
---------	---

GENA HARWOOD	B
NOMAGO	P-2
MAMARU	S-2
IND. BRONZE	S-2
IND. GOLDEN BRONZE	P-2
DK. IND. BRONZE	P-1
ANACONDA	S-2
OAKDALE	P-3
BR. ORCHID QUEEN	S-1
MRS. STAHELIN	B
MRS. ROY	S-1
GARNET KING	S-1

11-Week Varieties

BR. FRICK	B
12-Week Varieties	
GLADYS PEARSON	S-2
OAK LEAF	S-2
MUTO'S CRIMSON	B

13-Week Varieties

BRONZE MISTLETOE	S-1
------------------	-----

PINK STANDARDS

8-Week Varieties

PINK CHIEF	S-2
------------	-----

9-Week Varieties

SUGARPLUM	P-3
MRS. WALKER	B
MARY GARDEN	P-3

J. W. PRINCE	S-1
RAYONNANTE	S-1
IND. PINK	S-2
ORCHID QUEEN	S-1
LAVENDER QUEEN	B
DK. ORCHID QUEEN	S-1
PEGGY HOOVER	B

QUEEN OF PINKS	S-2
PINK POCKETT	S-1
11-Week Varieties	
HELEN FRICK	S-2
THANKS. PINK	S-2
ED. SEIDEWITZ	S-2

13-Week Varieties

PINK MISTLETOE	S-1
----------------	-----

Reserve at once all varieties you will require, to receive preference at shipping time and to be certain to get the varieties desired. State exact dates you want them shipped.

Fred C.
Gloeckner
Company,
Incorporated

15 EAST 26th STREET
At Madison Square
NEW YORK 10, N. Y.



New Introductions—1953

POMPONS, DECORATIVES, SINGLES AND ANEMONES

WHITE

- CALIF. WHITE DAISY (Kimoto's White) Intermediate white single 8
SHOOTING STAR — White Single Intermediate 9
ILLINI IGLOO — Int. white pom, cream center 10
NAGONA (Calif. White Mensa), Intermediate white single 10
WHITE LADY — White sport beautiful Lady 12
CRYSTAL VALENCIA — A white Valencia 12
CARRARA — Intermediate white decorative 13
ILLINI SNOWBOUND — Informal white decorative 14

YELLOW

- D. C. P. — Dwarf small yellow pompon 7
MOONDRIFT — Intermediate cream yellow single 8
CREAM DOT — Sport of Pink Dot 9
YELLOW HALO — Sport of Halo 9
IVORY SEA GULL — Sport of Sea Gull 9
YELLOW NAGONA — (Calif. White Mensa) Sport of Nagona 10
TACOMA — Large golden yellow pompon 11
YELLOW Highbrow — Sport of Highbrow 11
ILLINI SUNSPOT — Large deep yellow pompon 11
ILLINI SUNNY — Intermediate deep yellow Pompon 12
YELLOW GALAXY — Sport of Galaxy 12
YELLOW SPANGLES — Lemon yellow sport of Spangles 13
YELLOW SNOWCREST — Clear yellow sport of Snowcrest 14
SUNKIST — Int. deep golden single 14
ILLINI YELLOW SNOWBOUND — Yellow sport Illini Snowbound 14

BRONZE & RED

- RED GLOW — Intermediate red Pompon 8
BR. MARY McARTHUR — Sport of Mary McArthur 8
IMP. BRONZE DAISY — (Katoka Red), Intermediate bronze Single 9
IMP. RED DAISY — (Adachi Red), Improved Red Daisy 9
COMANCHE — Intermediate reddish bronze pompon 10
ILLINI TANGIER — Large rusty red-bronze decorative 10
ILLINI HONEY — Small honey amber pompon 11
WANAKAH — Coral sport Hasegawa Pink 12
BR. ENCHANTRESS — Orange sport Enchantress 13
CAVALCADE — Intermediate red' pompon 13
DK. BR. MINSTREL — Reddish bronze sport of Minstrel 13

PINK

- RAINBOW — Small coral pink single 9
ARBITUS — Small shrimp pink pompon 9
ALMEGA — Large lavender pink pompon 11
EVENING STAR — Small deep lavender anemone 11
DK. L. I. BEAUTY — Dark pink sport L. I. Beauty 11
DUBONNET VALENCIA — Sport Valencia 12
IMP. DARK SUPREME — Sport Dk. Pk. Supreme 13
LT. PK. MINSTREL — Shell pink sport 13
SERRATED RIVIERA — Carnation like sport of Riviera 14
ROSE MEDALLION — Rose pink sport, Medallion 14

STANDARDS

WHITE

- GIANT BETSY ROSS — Large flowered Betsy Ross 10
CRYSTAL QUEEN — Sport Orchid Queen 10
INDIANA MARKET — Incurred White 11

BRONZE & RED

- DALWIN — Large light bronze spider 9
RED GLITTERS — Red sport of Glitters 9
DARK INDIANAPOLIS BRONZE — Dark sport 10
BRONZE ORCHID QUEEN — Apricot Buff Sport 10

YELLOW

- MORIBANA — Yellow Spider 9
GOLD LACE — Golden yellow sport of Yellow Lace 9
HOOKED YELLOW LACE — Sport of Yellow Lace 9
IMP. INDIANAPOLIS YELLOW — Deeper yellow sport 10
YELLOW RAYONNANTE — Yellow sport, Rayonnante 10
YELLOW MARKETEER — Yellow sport of Marketeer 11
CREAM MEFO — Cream yellow sport 11

PINK

- LAVENDER QUEEN — Lavender sport of Orchid Queen 10

Number following variety indicates response group

Be sure to check your copy
of the 1953
CHRYSANTHEMUM MANUAL
(which will follow shortly)

Fred C.
Gloeckner
& Company,
Incorporated

for full descriptions of varieties
and latest complete cultural
information.

GARDEN CHRYSANTHEMUMS

Special Collections

For growers who are not familiar with Garden Varieties, but who want a well-balanced assortment, we offer the following collections, which include the better varieties.

Rooted cuttings of a given number of varieties in any one general group may be ordered as a collection when varieties are not specified. Such collections are priced as follows:

A.	250 r. c.	\$ 14.25
50 each of 5 varieties		
B.	500 r. c.	\$ 25.50
50 each of 10 varieties or 100 each of 5 varieties		
C.	1000 r. c.	\$ 48.00
50 each of 20 varieties 100 each of 10 varieties or 200 each of 5 varieties		
D.	2500 r. c.	\$112.50
50 each of 50 varieties 100 each of 25 varieties 250 each of 10 varieties 500 each of 5 varieties		

A complete listing of our Garden Chrysanthemums is being prepared and will be mailed separately.

3red C.
Gloeckner
& Company,
Incorporated

15 EAST 26th STREET
At Madison Square
NEW YORK 10, N. Y.